

THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

WORLD PRESS CENTER • PHONE LW 4-3500
54 WEST 40TH STREET, NEW YORK, N. Y. 10018

Vol. 19, No. 31

August 1, 1964

OFFICIAL NOTICE

TO ALL MEMBERS WHO HAVE NOT RESPONDED TO THE FINAL APPEAL FOR PAYMENT OF DELINQUENT DUES:
YOU ARE NOW POSTED

MARSHALL LOEB
TREASURER

Dues Prepayment Urged

Notices are being mailed out with this issue of the *Bulletin* to urge prepayment of a full year's dues or payment of half the dues ahead of the billing period.

The appeal is being made by Club officers to improve the OPC's current cash balance, low because of summer inactivity. In the note, Treasurer Marshall Loeb, Secretary Will Oursler and Budget Chairman Harry Jiler emphasized that the action would be entirely voluntary.

KEATING HITS 'INSTANT VICTORY'



FOR THE CAMERAS AND MIKES: New York's Sen. Kenneth Keating answers questions for the electronic media in Wythe Williams Room following his OPC luncheon talk.

Mississippi Rights Workers Here Wed.

OPC members will get a first-hand idea of what it's like to be on the firing line in the Mississippi voter registration drive, at a Wednesday Press Luncheon, August 5.

Speakers will include two top officials of the National Council of Churches, who have been in direct charge of the NCC's anti-discrimination drive.

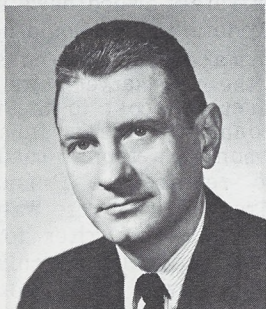
Dr. Robert Spike, Executive Director of the NCC Commission on Religion and Race, will give an over-all picture of the civil rights campaign which the churches have been waging.

Rev. Arthur Thomas, Associate Director, is the man who has been immediately responsible for the Commis-

sion's operations in Mississippi. He is flying to New York from Jackson, especially for this meeting, and will be ready to answer specific questions about the Mississippi situation.

The NCC, through the Commission headed by Spike, conducted an orientation course at Oxford, Ohio, attended by about 450 students who are now in Mississippi working in the voter registration program. In addition, the Council has a permanent civil rights program under way in that State and elsewhere.

Both Spike and Thomas are natives of New York City. Spike was formerly Director of Program for the United Church Board of Homeland Missions, and also Minister of the Judson Memorial Church, in Manhattan. He is author of several books and well known as a TV personality. Thomas, a young Methodist minister, headed an inter-racial church in Durham, N.C., before taking on the Mississippi assignment.



Dr. Spike

Senator Avoids Queries On Fall Political Races

By RONALD A. LANG

The advocates of "instant victory" in the war against Communism drew the ire of Senator Kenneth B. Keating at last Wednesday's OPC press luncheon.

However, the Senator was most careful to avoid naming such advocates — and he flatly refused to comment at all on either the forthcoming Presidential campaign or his own plans to seek reelection this fall.

"Demands for instant victory . . . can weaken not strengthen the nation's resolve, and undermine the firmness and unity which are so necessary for the achievement of our real goals," Keating said.

"Both parties would be doing our nation a great service if they would put less emphasis on quick, easy solutions and more emphasis on a determined, long term commitment . . . In foreign policy, the quest for easy or instant victories can be not only disappointing but calamitous." (Cont'd on page 3)

WORLD-WIDE TICKER

Edited by JERRY KRISKA

ROME from SAM'L STEINMAN

Italian dailies are coming out infrequently once again as result of spot strikes called by typographers, which has meant the loss of eight issues in 21 days. Two Naples papers decided to give up, and announced they wouldn't resume publication.

Robert T. Hartmann, LA Times, has resigned after two years to become chief of North American press office in Washington for Food & Agriculture Organization of UN. He was chief of his paper's capitol bureau for decade before coming here. . . **Allan Jacks**, AP, is back at work after freak accident — hit in the eye by a key thrown from a window — which threatened his vision at one point. . . **Tomas D. W. Friedmann**, PIP Photos, New York, is spending a fortnight in Rome making contacts with press and photographic agencies. . . **Melton Davis** did cover story on Catherine Spaak for July issue of Cosmopolitan.

Latest Stampa Estera members are Israel Shenker, Time-Life; R.H. Cunningham, Daily American; **Leo Hochstetter**, MPEA. Shenker came here from Moscow, where bureau was closed, to be assistant chief. Hochstetter is off for

five-week US home leave. . . NY Journal American columnists, Louis Sobol and Jack O'Brien, are in Rome on month-long vacations.

LONDON from BOB TUCKMAN

Irwin Goodwin, Newsweek, is latest addition to London press corps, returning to his former post here after several years in New York. Goodwin replaces Ward Just, who joins Newsweek's Washington bureau after taking a leave.

Eddy Gilmore, AP, is in King Edward VII Hospital, Midhurst, Sussex, for treatment of a bronchial condition. . . **Conrad Fink**, AP bureau chief in New Delhi, stopped off in London for a weekend enroute to the States on home leave. . . **Bob Elson**, Time mag. bureau chief in London, is due back from two months' home leave.

WEST COAST . . . from J.Q. RIZNIK

Impressionistically, one out of every 10 OPCers came to San Francisco for the Republican convention. Our West Coast hospitality committee's plan for a post-convention party at the new Hilton was well-meant, but OPCers were intent on jetting away in a rush. Members of hospitality corps were **B. Mathieu**, **Robin Kinkead**, **Nola Luxford**, **Elmer Peterson**, **Joe Rosenthal**, **Thor Smith**, **Jim Howe**, and **Daisy Weichel**, the SF Press Club newswoman who handles Hilton honors for visiting newsmen.

Lowell Thomas and **Bob Considine**, former OPC presidents, were saluted by Rene Cazenave, SF Press Club prexy. . . . NBC in SF reported **Cecil Brown's** whereabouts unknown. . . **Bill Hearst** went into a Hearst Headline Service huddle with **Pierre Huss** and **Walter Winchell**. . . At a CBS dawn breakfast, **Walter Cronkite**, **Mike Wallace**, **Murray Fromson**, **William Hipple** and **Dallas Townsend** were talking about **Bob Trout's** jethobia and preference for old fashioned choo-choo's. . . **Jules Dundee**, CBS-SF veep, chuckled at notion that Trout might have come to the convention in his schooner, via Cape Horn. . . **Colonel Barney Oldfield** lunched with ABC's **John MacVane**.

In AP general HQ, **Wes Gallagher** was jetting-ready on Wednesday night for his early departure New Yorkward. . . **Irwin Chapman**, ABC Washington, was planning for post-convention California siesta. . . **Charles Novitz**, ABC radio news and new Headline Club veep, was here with his wife. . . **Bill Corley**, NBC man in Chicago, chose poshest petit hotel in town for his digs. . . **Stella Margold** headquartered next door to Press Club, arriving just in time for opening

OPC PROTESTS DENIAL OF VISA TO RIESEL

A telegram protesting the denial by Sudan of a visa to labor columnist **Victor Riesel** was sent last week by OPC President **Barrett McGurn**.

Addressed to Prime Minister **Ibrahim Abboud**, McGurn's telegram stated that OPC members "have been dismayed" to learn that Riesel had been unable to visit Khartoum, Sudan, during his current working tour of Africa and Europe.

According to Riesel's New York office, his visa had been issued on June 29, but he was unable to find any representatives in Dakar who could deliver the visa. He also was unable to find out if he could enter without a visa.

session. . . **James Flowers, Jr.**, lunched at Press Club with his bride, **Irina**, prior to jetting to Georgia, his home state, thence back to King Features editorial desk. He was remarkable for being only working newsmen in town minus badges or buttons.

Patricia and **Dickson Hartwell**, editor-publisher team of the Scottsdale Arizonian, were believed by Arizona delegation to be in town incognito. . . **Alan Cranston**, like Governor of California, kept out of town and caught up with his State Controller chores after his campaign against **Pierre Salinger**.

WASHINGTON from JESSIE STEARNS

National Press Club finally broke out of the Victorian Age and decided to admit women reporters to full coverage facilities at their luncheons. Heretofore, ladies of the press were forced to cover newsmaking luncheons from the gallery, where they couldn't eat. Vote in favor of admitting women was a surprising 128-50. . . The American Newspaper Publishers Association and others in the press business have assailed the Department of Agriculture for its news wire service. ANPA appeared before a Senate subcommittee, contending it competes with privately-owned news services, and that Federal funds should not be appropriated to make the service possible. They stated "the new market news wire service is a needless cost to the taxpayers of this country." . . Three from news media were among 30 persons named by Pres. Johnson to receive the President's Medals of Freedom. They are **Walter Lippmann**, interpretative writer for over 40 years whose syndicated column, "Today and Tomorrow," won two Pulitzer Prizes; **Ralph Emerson McGill**, publisher of the Atlanta Constitution, a Pulitzer Prize winner for editorial writing whose column is carried in more than 100 papers, and **Edward R. Murrow**, former director of US Information Agency and former radio and TV reporter and commentator.

"The most elegant buffet in town!"

That is what people are saying about Chef Waldner's gorgeous table at the

WEDNESDAY NIGHT BUFFET

Music Every Wednesday Night

Price \$3.95 includes tax and gratuities

7 p.m. to 9 p.m.

NOTE:

The OPC does catering for members. Not only can your own organization hold luncheon or dinner meetings, but wedding receptions also can be arranged. (These do not interfere with Club functions.) Call Miss Rosemary Kip, LW 4-3500.

Calendar

All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

(Tapes of the Wednesday Luncheons are broadcast regularly at 5 p.m. over WNYC.)

Wed., Aug. 5 - Luncheon, "The Mississippi Civil Rights Struggle: The Churches' Part", with Dr. Robert Spike, Dir., Commission on Religion and Race for the National Council of Churches; the Rev. Arthur Thomas, Mississippi Dir. for the Commission, plus other participants of the movement. 12:30 p.m. \$3.

Tues., Aug. 25 - Liberation of Paris. Anniversary Celebration and Reunion. Cocktails, 6:30 p.m., dinner, 7:30 p.m. \$5.

100 Members Reply To Letter Appeal For Volunteer Aid

The response to the letter appeal for volunteers to various OPC committees has been described by the Club secretary as "extraordinary".

Will Oursler said last week that within a three-week period, about 100 members had volunteered their services to one or more Club committees.

The responses came after a letter was mailed out with the *Bulletin* to local members several weeks ago. Because of the success of the appeal, a similar mailing may be made each year.

He said that he and other Club officers were "particularly grateful for this show of support", which was even better than had been hoped for. He added that this indicated that there is a great reservoir of membership anxious and willing to lend their support to the various Club activities.

Oursler indicated that most of the new volunteers already have drawn their committee assignments. He was optimistic that committee activity would be stepped up this fall with the added lineup.

McGurn Named to ANPA Group

Club president Barrett McGurn has accepted appointment to serve on an Advisory Board for the American Newspaper Publishers Association's World Press Achievement Award.

This Advisory Board will make final recommendation to recognize a newspaper for "distinguished service to its nation's people."

SEN. KEATING

(Cont'd from page 1)

The Senator, while expressing dissatisfaction with the situation in Viet Nam, strongly doubted that any easy solution to problems there would be found.

"If anyone in this whole United States has a practical plan for a decisive move which would have such a satisfactory result without after-effects more undesirable than the present situation, he would be doing the nation and the world a favor to make it publicly known."

Keating blamed two general groups for promoting the feasibility of "instant victory" - "the extremists and the so-called sophisticates in the art of communication who think the techniques for selling soap are perfectly adaptable to selling national policies and programs."

"The responsibilities of world leadership in the nuclear age lie heavy on the leaders of our nation . . . It is not responsible under these conditions to suggest to the American people that there are no alternatives between appeasement and a nuclear holocaust or to pretend either that every compromise is a defeat or that every small advance is an unqualified success."

In looking at the present situation in Cuba, the Senator noted that the U.S.

victory in the missile crisis, while it was a "mighty victory", left the problem of Cuba no closer to solution today than it was in 1960. In fact, he added, Cuban subversion and terrorism in Latin America "has gone on at a stepped-up pace since that time."

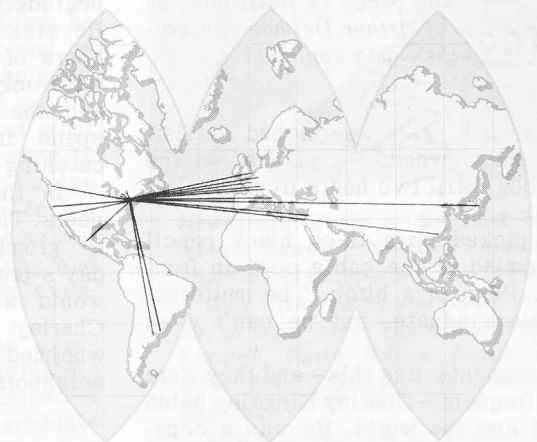
In answer to a question later, Keating said that he has never advocated U.S. intervention in Cuba. But neither should we hold back Cuban patriots who want to free their homeland, as long as they act from bases not on our shores.

A large press contingent, including radio and TV, was on hand for the luncheon. Most had hopes that Keating would discuss further his relations with the conservative forces in the Republican Party. However, he was very careful to avoid any references to Senator Goldwater or the coming campaign.

LIBERATION VETERANS, NOTE

Anyone who was in Paris at the time of Liberation in 1944 is asked to forward his name and address to the OPC group planning the gala reunion celebrating the Liberation Aug. 25.

So that they may receive mailings on the event, they should contact Arthur Milton, Associate Chairman for the celebration, through the OPC, 54 W. 40th St.



ASSIGNMENT OVERSEAS? Our offices in major cities throughout the world help you keep in touch with financial events as they happen. In New York: Henry Gellermann, Director of Public Relations, Tel: 797-3600

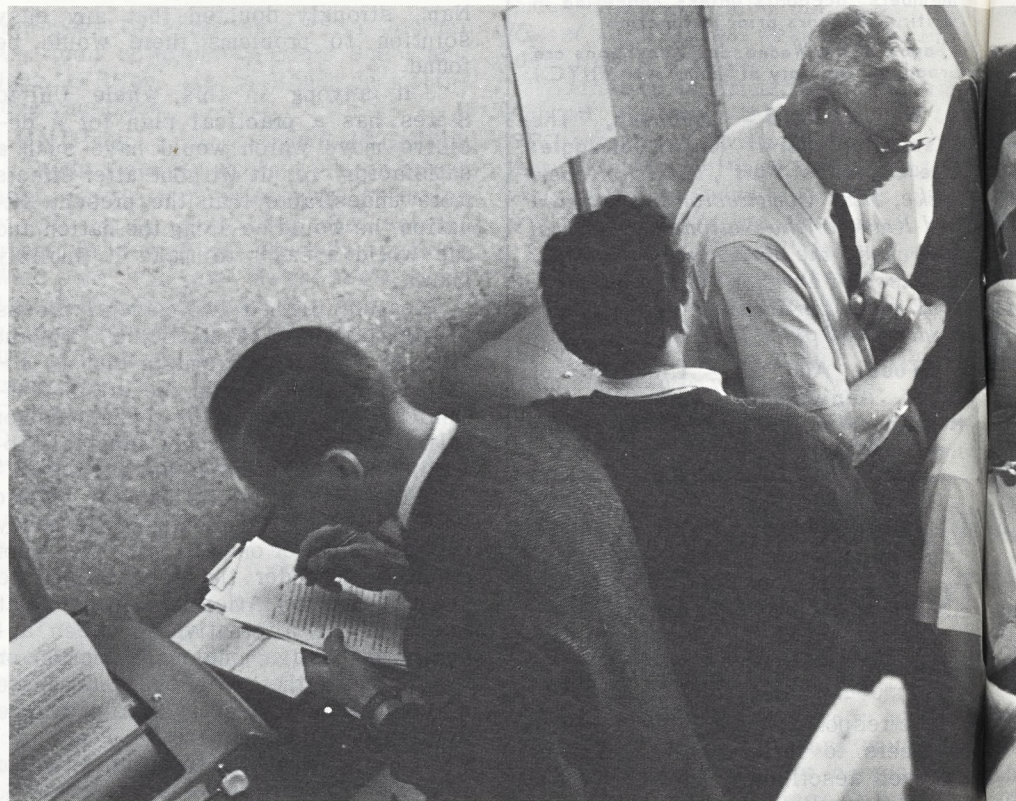
BACHE & CO.

Founded 1879

36 Wall Street, New York 5, N. Y.

FOR CHARLEY KINGSLEY, AN ODYSSEY TO NEW YORK

**The 'missed opportunity'
really may be
just the turned-down chance.**



The following piece is fictitious, as was the saga of Arthur Delman, an earlier effort by the same contributor.

Charley Kingsley scratched his left armpit and yawned. He glanced at the wall clock. Still two hours from the first edition.

He picked up a thick black pencil and scowled at the cable copy in front of him. "Son of a bitch," he muttered. "A Yale graduate, but he can't even spell."

At moments like this—and they were all too frequent—Charley Kingsley hated himself and the world. He was a copyreader for a respected newspaper, but long ago in the 20 years that he had been there, he had lost all respect for his job.

His work was rarely criticized, but it also rarely drew praise. His slot man regarded him highly, and Charley's pay was considerably above Guild scale. But the awards, the admiration, and the offers of top jobs in TV seemed to go to reporters whose work, in Charley's view, was atrocious until edited by unanimous editors like himself.

"It's a living," Charley would mumble

begrudgingly when asked about his work. He stoically plodded through the seven hours of each working day, looking forward only to a brief respite at lunchtime and the half hour or so that he would spend in the tavern next door before catching the "E" train to Queens.

In the bar, Charley was among his peers. There he could grumble and listen to grumbling and be understood. The day's pressure would ease and the world would seem a bit less dingy — until Charley reached home and was overwhelmed by unruly youngsters, feuding neighbors and stacks of bills.

The Sculptor

But things weren't always like that. Once — much longer ago than Charley usually cared to remember — he had hope. Once he truly enjoyed the pressure of deadlines, the challenge of weaving scraps of copy into front-page dispatches. Once he felt a thrill when a major story broke unexpectedly just before a deadline, and his spirits fed on the tension of rushing it into print.

The rougher the copy, the more Charley enjoyed editing it. He would

never have admitted this openly, but in those days he privately compared himself with a sculptor. In the subway, a warmth engulfed him when he saw someone reading a story that he had edited, topped by a headline that wouldn't have been there if it hadn't been for him.

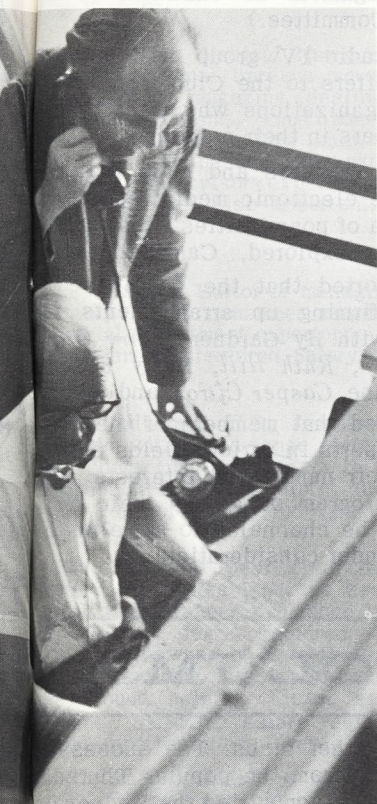
Charley really liked copyreading then. He had begun newspaper work as a police reporter in the Midwest, but he felt more on top of things, more a part of the day's major events, by editing at a desk. He felt emotionally attuned to periods of heavy pressure, followed by sudden relief when a deadline passed, for better or for worse.

He drank, but rarely too much and never while at work.

Six months after Charley began reading copy in New York, he got a \$15 a week raise. A year later his pay was boosted \$25. By then he was making more than all the paper's reporters except a couple of Pulitzer Prize-winners.

It wasn't long before he began to sit in the slot a day or two a week, and regularly during the summer. He was nervous, for there were too many details that demanded his attention and too many second-guessers above him. But

NOWHERE



in he also felt very important.

Then, one autumn afternoon when Charley was still in his mid-30's, he heard of an opening on the paper's foreign staff. A reporter was needed in Africa, and none was immediately available. Charley had read a lot about Africa and had become friendly with several African delegates to the United Nations. He knew that the Dark Continent was no longer so dark as a source of front-page news, and the thought of reporting from there was extremely appealing.

The Prospects

But his wife was dubious about the prospect of moving so far. She fretted that health hazards would be abundant, that the children would be uprooted from school and that her aged and ailing mother might never see the family again. Still, she urged Charley to apply for the post, if he really wanted it.

By then, however, Charley was having his own second thoughts. He reasoned that a transfer to Africa would remove him from a chance to replace his slot man, who was nearing retirement. A permanent slot job, Charley antici-

pated, could lead to even higher posts — perhaps an assistant managing editorship some day.

So he decided to remain in New York, and Arthur Delman, a long-time foreign correspondent, was transferred to Africa, instead.

Less than a year later, an assistant news editor had a stroke. Much to Charley's amazement, he was offered a trial in this job, a higher one than the slot man's. After the first edition, Charley virtually controlled the paper. He tried to follow procedures that had been used many years, but he was obsessed by doubt. He was awed by his responsibilities and he lay awake nights, fretting over real and imaginary mistakes.

But despite his insecurity, he was stunned when a new assistant news editor was hired from a competing paper and Charley was bounced back to the rim. He was stunned further when the slot man retired and was replaced by a reporter with no rim experience, as part of a move to shed old routines and infuse new ideas.

Lost Challenge

Inwardly, Charley felt at home back on the rim, but he also felt that he had suffered a great loss of face. He tried not to show his emotions, but he had lost his fire. Copy that he once found a challenge, he now found a burdensome bore.

Sometimes he thought of quitting, of seeking a managing editorship in a small town. But he knew that it would not pay as much as his present job. Also, he had a large stake in a pension fund, he got four weeks' vacation a year and he had almost finished paying off the mortgage on his home.

Occasionally he mused about what might have happened if he had gone to Africa. Once he hinted to the foreign editor that he might still like to go abroad, but Charley was told that he had been away from reporting too long and that, besides, he was the most experienced man on the desk.

Charley agreed that he was experienced, but he wondered privately whether he was really more competent than the 25-year-old journalism graduate who had been on the desk less than a year.

Charley no longer saw his United Nations friends. In fact, he and his wife went out very little. He could no longer bear to go through a familiar routine upon meeting someone new.

"What do you do on the paper?" he would be asked.

"I'm a copyreader."

"Oh. How interesting it must be. But it really must be wonderful to have a byline and to write."

144

**TWA jets
per week
between
the U.S.
and Europe!**



Newsbreak? Jump on the next TWA jet out. More of them will cross the Atlantic this summer than ever before.

Only TWA can fly you direct to all ten of these great European cities—London, Paris, Rome, Frankfurt, Milan, Zurich, Geneva, Athens, Madrid and Lisbon.

Non-stop TWA jets to Europe leave New York, Washington and Boston. From Los Angeles and San Francisco, fly the Polar Route non-stop or go via New York, with no change of terminal. From Chicago and Detroit, TWA service is direct—no change of plane. For reservations, call TWA or see your travel agent and specify TWA.



OPC BULLETIN

THE OVERSEAS PRESS

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., for its members around the world. Requests for advertising information and all other communications should be addressed to Miss Sibby Christensen, The Overseas Press Bulletin, 54 W. 40th St., New York, N.Y. 10018. Tel.: LW 4-3500. Classified deadline: Mon. noon. Final deadline: Tues. noon.

Bulletin Committee Chairman:
Lawrence F. Mihlon

Managing Editor: Sibby Christensen

Editor This Week: Larry Schmeidler

ADVERTISING REPRESENTATIVE: J.D. Barnes
Organization, Inc., 155 West 46th St., N.Y.C.
Tel. CI 6-4918.

BUT MEDIA HAS IMMUNITY

Russian Citizens May Press Libel Charges

Recent legal actions against the Soviet press by irate Russian citizens reveal that the courts do side with individuals and investigate cases on occasion, according to Radio Liberty's research staff in Munich.

Soviet publications often print biting satires in which comrades are ridiculed or accused of various wrong-doings. Some who are offended or insulted by the press take their cases to the courts.

According to Article Seven of the Principles of Civil Legislation, the insulted citizen may press charges and demand restitution. Judges must investigate such cases, even though they know that media are considered free from jurisdiction and that they are not to try any organs of the press. A few judges do investigate such cases honestly, but are then called to account for their actions.

In another case cited by Radio Liberty, citizen D. Z. Bolkhovitinov submitted to the court a complaint against the newspaper *Uralsky Rabochy* (Ural Worker); the court again found for the plaintiff. *Izvestia*, commenting on the case, recognized the theoretical right of the court to pass judgement on organs of the press, but that this right "Should not be exercised for the defense of pettifoggers, bureaucrats and parasites."

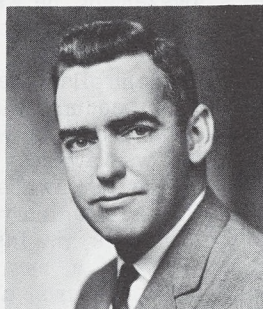
In other words, the Radio Liberty bureau concludes, the Russian press cannot be held legally accountable for abuses in its struggle against bureaucracy, pettifogging, parasitism and other such social phenomena.

Campbell to Head Radio-TV Committee

Charles Campbell has accepted chairmanship of the OPC's Radio-Television committee.

Campbell already has activated the committee and is seeking additional volunteers. Those committed so far include Charles Pintchman, Anita Diamant Berke, Barbara Dunne, Paul Sanker, and William Baldwin. Russ Tornabene of NBC and Clifford Evans of WOR have agreed to join the committee as consultants. The new chairman says he intends to ask a member from each network to serve.

(It was learned at *Bulletin* press time



Campbell

that Richard Barr would take over Campbell's assignment as chairman of the Publicity Committee.)

The Radio-TV group will aim to organize offers to the Club from broad-ranging organizations who want to use OPC members in their programs.

Use of members and Club features through the electronic media represents a "big area of possibilities" that hasn't been fully explored, Campbell said.

He reported that the committee is currently firming up arrangements for programs with Hy Gardner, Barry Gray, Phil Clarke, Ruth Hill, Barry Farber, Martha Deane, Casper Citron, and others.

He asked that members of the Club who are experts in various fields please register their names and interests with the OPC program office, so their services might be channeled to some of the programs under consideration.

PRESIDENT'S COLUMN

Some of our best ideas frankly are cribbed from other clubs. The successful Wednesday evening buffet is, we admit, a direct steal from the popular Thursday buffets at the National Press Club in Washington. If you haven't tried the Wednesday spread, do so. If you have you will need no urging to repeat.

Now the Press Club of San Francisco has a gimmick which well deserves imitation here. Every member has received an application blank and has been asked to get it filled out by an eligible acquaintance.

The accompanying message to each member begins:

"Dear YOU:

"What hurts more than a toothache?

"The answer's easy — it's hearing an eligible man say 'I'd join the Press Club no one ever invited me'."

The letter goes on to list what the uninvited have been missing:

"... Club with its own building downtown, complete with hotel, restaurant... banquet and party facilities... gang dinners for... world celebrities... reciprocal privileges at the finest clubs throughout the nation... newswomen memberships, making this the only prestige club in town offering 'co-educational' privileges to all in the news media... and all at a nominal cost".

Word for word we can say just about the same, and echo the final appeal. Don't deny your friends and acquaintances the opportunity to enjoy what we have. The SF letter mentions that they can handle hundreds of new members. So can we. The SF club asks additions both in the active and in the associate categories. What they call associates we list as "affiliates", those who admire the world of journalism and would like to support our Club through the affiliate rate of \$300 a year. When you pass out the association forms don't forget the potential affiliates.

* * * *

The OPC, one way or another, stays in the news. Edward L. Bernays, the pioneer in PR, now living in Massachusetts, sends us the following from Victor O. Jones' column in the Boston Globe:

"Publicist Pete Model reports that the Overseas Press Club bar in New York is featuring a new drink — the Bloody Shame. It's a Bloody Mary without the vodka. Elsewhere it's apparently known as a Bloody Coward".

Barrett McGurn

Placement

New York City:

A-237-Wanted: Medical News Executive to manage regional bureaus across U.S. for professional magazine dealing in socio-economic problems. Home base in New York metropolitan area. Must know non-clinical side of medicine and have extensive M.D. contacts. Supervisory experience and willingness to travel also important. Salary: To \$16,000.

A-233 Wanted: Editor or managing editor for monthly trade consumer magazine. Sound editorial department experience. Hard work — high references required. Salary \$7,500-10,000

A-232 Industrial P.R. firm wants proven producer with broad range of skills in writing, contacting, placing & thinking. Exp. in chemicals & steel helpful but not necessary. Top opportunity for right man. Salary: \$11,000.

A-231 Editorial post open for seasoned writer, top professional as assoc. ed. for monthly newspaper published by major oil co. College degree required. Should have 3-5 yrs.' newspaper or mag. exp. covering writing, editing, layout & production. Oil background helpful. Please send detailed resume, including salary requirements. An equal opportunity employer.

A-221 Major publishing house seeks financial PR man capable of dealing with annual reports, bus. & fin. publicity, security analysts, etc. Salary; \$14,000.

New Jersey:

A-236-Wanted: Solid writer with newspaper or mag. exp., to handle features, speech writing at exec. level, bus.-fin. news releases, interim and annual reports, for major pharmaceutical house. Salary \$10,500.

North Carolina:

A-235-Wanted: P.R. director for textiles concern, to head dept. of 7 staffers. Must be personable, administrative type, with ability to do long range planning, direct execution of programs, handle exec. speech writing; also a good speaker. To relocate in major city in southwestern part of state. Salary: Around \$15,000, depending on exp.

Ohio:

A-240-241-Assistant news editor and a telegraph editor wanted by Athens (Ohio) Messenger. Send resume, salary requirements to Gordon Bush, managing editor, 43 W. Union St., Athens.

Vermont:

A-238-239-Calendonian Record (25 Federal St., St. Johnsbury, Vt.) wants deskman and a general reporter. Send resumes, stating salary requirements, to Ben Collins, managing editor.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in Bulletin on cost-free basis.

NEW MEMBERS ACTIVE

Edwin L. Dale, Jr. — Reporter, The New York Times, Washington, D.C.

Nicholas Radford — Copy Reader, The Evening Star Newspaper Co., Washington, D.C.

ASSOCIATE

Joseph James Akston — Publisher and Editor, Art Voices Magazine; President, Art Voice Publishing Corporation, New York, New York.

Patty Cavin — Manager of Public Affairs, Radio Corporation of America, Washington, D.C.; (F) National Broadcasting Co., The Washington Post, The Times-Herald, Pathfinder News Magazine.

Patricia Ellen Davis — News Editor-Reporter, United Press International, New York, New York.

Robert M. Farrington — Manager, Media and Editorial Service, Dudley-Anderson-Yutzy, New York; (F) The Associated Press, The Boston Globe, The Newark Ledger.

Charles Talbott Garland — Assistant to the Commissioner of Transportation and Communications Service, General Services Administration, Washington, D.C.

Samuel Rovner — Free-lance, New Hyde Park, New York.

Classified

A WORKING, TOP CORPORATE communications and information expert, 42 years old, seeks the one right position with the one right company. Over ten years Director of Public Relations for multi-plant, multi-industry companies; consultant to major NY public relations firms. Prior — financial editor and columnist; editor, daily and weekly publications group; NYC reporter. Also magazines, business, financial and fiction. Self-starter and catalyst for others; impressive record on ideas, programs and placement. Box 302.

RENT — Best offer. Going o'seas. 4½ rms. unfurn., E. 53rd St. Fine elev. bldg., huge 40 ft. lr, 2 large brs, 2 baths, wind. kitch, a/c, d'washer, d'man, garage, etc. My rent \$330, will take best offer over \$300 made by Aug. 15. HA 1-0698.

1959 OWENS CABIN CRUISER, sleeps 2, stand up gallery and head, in excellent condition. Owner moving to Washington, must sell. Docked in Matawan, N.J. \$1,175. 201 LO 6-0567 after 7 p.m. weekdays.

WRITER-EDITOR seeks part-time news, public relations or magazine work; available NYC 2-6 p.m. daily. Call Code 203-762-5898 between 6 and 8 p.m.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, including name and address — Items will not be taken by telephone. Rates are 50¢ a line.

Bridgeport Brass Company

turns out mill products of copper, brass, aluminum and the rare metals in ten plants across the U.S. Currently engaged in the largest expansion program in its history, Bridgeport has placed primary emphasis on enlargement of aluminum mill facilities. In providing basic metals for America's economy, Bridgeport solves metallurgical problems of customers and supplies them metals from A to Z — aluminum to zirconium.

*Helping tell the story of
Bridgeport Brass Company and other
business leaders is the business of*

Burson-Marsteller associates

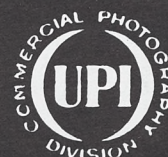
New York • Chicago • Pittsburgh
Toronto • Geneva

PUBLIC RELATIONS

Logical
source for
the BEST in
Photographic
Reporting

UNITED PRESS INTERNATIONAL
COMMERCIAL
PHOTOGRAPHY DIVISION

OFFICIAL PHOTOGRAPHERS FOR THE
OVERSEAS PRESS CLUB



World Headquarters
220 East 42nd Street
NEW YORK 17, N.Y.
MUrray Hill 2-0400

ROY MEHLMAN, Director

AP Guidelines Set To Defend Against Public Hostility

Associated Press General Manager **Wes Gallagher** last week set up guidelines for his staff to deal with what he called the "latent hostility toward newspaper, radio, television and magazines on the part of the general public."

Gallagher cited the prolonged applause for Gen. Eisenhower's statement about columnists and commentators during his GOP convention speech as "just a symptom of this feeling".

He made his comments in a memo to his staff in the *AP Log*, the new service's weekly internal publication.

Gallagher attributed the hostility to issues which bring out "deep and primitive feelings" across the country. Two of the examples he cited were the racial question and frustration in dealing and negotiating with Russia.

"Our greatest strength and protection against critics is to perform as competent, non-partisan journalists. The backbones of our profession are precise reporting and balanced editing, and the key word is "precise".

The AP staff was advised on ways to maintain this balance and precision:

- "Political campaigns are awash with vague statements which can be read two or three ways....We should try to clarify such statements at every opportunity with specific questions. But we should not try to interpret them on our own without such clarification, nor should we try to paraphrase them.

- "Let us report exactly what was said or what the facts are. If they are not clear, let us say so and pursue the matter again at the first opportunity.

- "Let us not accept one candidate's second-hand quotation of another without checking that it is accurate and not out of context...In political debates or speeches, accuracy is not the key objective of the participants - but it is ours.

- "Much of the burden will fall on our wire editors for keeping stories in balance and making sure that we have reported both sides of any controversy. If questions are unanswered, do not relay the story until you have solved them to your satisfaction.

- "If a controversial claim is made let us immediately pursue comment from the opposing side. If it is not immediately forthcoming, let us say so in order that readers and members are informed of the reaction or the lack of it."

Gallagher concluded that this era should not be considered one of harassment or difficulty, "but as a challenge to bring forth our best journalistic talents."

PEOPLE & PLACES

By BETTY ETTER

ON THE GO: **Tomas D.W. Friedmann**, doing the European scene for P.I.P. Photos, of which he is prexy, is now in Moscow, where he is sounding out the authorities re allowing him to drive via Siberia to Alaska on photographic and journalistic safari... Florence-based **Trudy Goth** off to Yugoslavia to cover the Dubrovnik Festival and tour the country on free-lance assignments, after which she is covering the last week of the Salzburg Festival and, in September goes to Berlin to assist with the foreign press and p.r. handling of the Festival there... **Panagra's** p.r. director, **Louis J. Garcia**, on a recent inspection tour of the airline's facilities in South America.... **Columbia Rossi** off to Mexico to sign a contract for publication in Spanish of her recently completed manuscript on Cuba.

NEW POSTS: AP's **Saul Pett** has been named a special correspondent by General Manager **Wes Gallagher**... **Robert S. Curran** has been chosen to hold down the newly created post of Coordinator of Sports Information for NBC Press... **M. Michael Potoker** has resigned as secretary-treasurer of the N.Y. Newspaper Guild to accept an appointment by Mayor Wagner as judge of the criminal court.

ARTICLES: Reader's Digest, where OPC bylines appear with welcome regularity, lists in its August issue **Joe Alex Morris**, **Henry J. Taylor**, **George Kent**, **Ernest Dunbar** and **Karl Detzer**. ... **Eleanor Early** has a piece in August

Woman's Day on one of "America's Treasure Towns," Ipswich, Mass... From the busy typewriter of **Stella Margold** into the July issue of International Trade Review: "Ghana, a New Approach for Development"; Liberia - Open Door Policy Invites Foreign Capital"; and "Progress in African Unity"... And from the camera and typewriter of **Arky Gonzalez**, a text-and-picture feature in the current issue of Elks Magazine covering his experiences with the U.S. Army's Special Forces in South Viet Nam, plus, in August Coronet, an article on family moving.

BOOKS: "The Silent Pulpit," by **Edward L. Greif**, published by Holt, Rinehart & Winston.

HONORS: **Therese Bonney** was awarded a gold medal of honor by the City of Paris for her work in organizing memorial ceremonies for Raoul Dufy, who was one of her close friends. The award, the highest given by that city, was "an expression of gratitude for services rendered to the cause of French art and the City of Paris"... **Earl O. Ewan** set a new record when he was elected treasurer of the Columbia U. Journalism Alumni for the 12th consecutive term... **Patrick Finn** has been appointed to the Board of Governors of the Montreal Men's Press Club. He recently left Weekend Magazine to devote himself to free-lancing; can be reached at 3471 Aylmer (Shuter) St., Apt. 1, Montreal 18, Canada.

ADDRESS: NBC Monitor's **Gordon Fraser** made the principal address at the July 25 convention of the 3rd Armored Division, which spearheaded the Allied drive through France, Belgium and Germany many to the meeting with the Russians 20 years ago.

RADIO AND TV: **A.M. Rosenthal**, metropolitan editor of the N.Y. Times, discussed his book, "38 Witnesses," on **Duncan MacDonald's** WQXR "Observation Point... **John Mason Potter**, author of "Thirteen Desperate Days," interviewed by Tony Marvin over Mutual; **Sandy Lesberg** over WRFM, **Casper Citron** over the Yankee Network; **Don Martin** on WHCU, Ithaca; and **Ralph Carroll**, WNBX-TV, Binghamton.

BORN: To **Thomas B. Dorsey** (Newsday) and his wife Helen (Look), a daughter, Diana, July 14.

A HOOVER BIOGRAPHY FOR HIS 90th YEAR

Honorary member **Herbert Hoover** celebrates his entry into the ranks of the nonagenarians Aug. 10 with a special birthday tribute: a definitive book on the ex-President's life, *Herbert Hoover, a Biography*, by former OPC president **Eugene Lyons**.

Doubleday is publishing the book on Hoover's 90th birthday date. **John Chamberlain**, the critic and columnist, calls it "an act of historic justice," because it "sets straight the record, long distorted in ignorance and smeared in malice, of a great American and a great human being."